

LEO BURNETT COMPANY, Inc.

Ad No. 3053—Tobacco Shop—Reg. No. 91196—Page—4/C—Blend—45½ x 11¼ inch—Black Publications, 1972 (A)

Printed in U.S.A.

**Where the flavor is.
Marlboro.**

Menthol: 15 mg "tar," 1.1 mg. nicotine—
Kings: 15 mg "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Aug '72

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.